

## **The Effect of Price on the Buying Interest of Super Air Jet Airline Users at Sultan Thaha Syaifuddin Airport Jambi**

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### **Abstract**

The purpose of this study was to determine the effect of price on the buying interest of Super Air Jet airline users. In addition, this research is also to find out how much influence the price has on the buying interest of Super Air Jet airline users at Sultan Thaha Syaifuddin Airport, Jambi. This research was conducted from 17 January 2023 to 17 February 2023, at Sultan Thaha Syaifuddin Airport, Jambi. The research was conducted in the passenger waiting room using secondary data and primary data. Includes data obtained from distributing questionnaires carried out in the passenger waiting room, as well as using documentation from data collection carried out for passengers. There are 2 (two) hypotheses tested in this study. The research was conducted on 100 samples of Super Air Jet passengers at Sultan Thaha Syaifuddin Airport, Jambi. Sampling method using the Slovin method. Primary data comes from questionnaires distributed to 100 Super Air Jet passengers and secondary data comes from literature reviews, archive centers and book sources. Data quality testing is carried out by testing reliability and validity. The results of the research show that all the data are quite reliable and valid to use. Primary data were analyzed using simple linear regression analysis. Basic assumption test consisting of normality and linearity tests. The t test was conducted to test the research hypothesis. The regression model used has met the requirements in testing the basic assumptions. Price has a calculated t-value of 14,903 with a significant level of 0,000 (less than 5% level) so it can be concluded that with a 95% confidence level, the effect of price on purchase intention of Super Air Jet airline users is significant. The calculated r value is 0.833 with an R<sup>2</sup> value of 69.%. So it can be concluded that there is an influence of variable X on variable Y of 69%.

**Keywords:** Price, Purchase Intention, Super Air Jet



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### **INTRODUCTION**

An airport or also popularly known as an airport is a facility where aircraft such as airplanes and helicopters can take off and land. An airport that is the simplest has at least a runway to be able to land airplanes or helicopters. Meanwhile, large airports are usually equipped with various other facilities, both for flight service operators and for their users, such as terminal buildings and hangars. In addition, an airport is an area on land and/or waters with certain boundaries that is used as a place for aircraft to land and take off, passengers board and drop, loading and unloading of goods, and a place for intermodal transportation which is equipped with aviation safety and security facilities. as well as the existence of basic facilities and other supporting facilities (Law No. 1 concerning Aviation and PM. 69 of 2013 concerning National Airport Arrangements).

Air transportation or air transportation is any activity using an airplane to transport passengers, cargo and/or post for one trip or more from one airport to another airport or to several airports. Air transportation is the fastest means of transportation compared to sea or land and its activities require large costs and have sophisticated technology. In addition, air transportation is any tool that can obtain transport power from the air or can be interpreted as

all means of transportation that can move from land or water to the air or into space or vice versa (Ministry of Transportation, 2020). Air transportation is currently experiencing very rapid development, this can be seen from the many companies or airlines that provide many flight routes, both domestic flights and international flights.

Super Air Jet airline is one of the domestic airlines in Indonesia which was established in March 2021. Super Air Jet airline is a company that is shaded by Lion Air Group airlines. Super Air Jet airline issued a Low Cost Carrier type service model that focuses on Point To Point trips to transport passengers between islands in Indonesia. It focuses on millennials as the target market. LCC airlines are low-cost airlines that have main characteristics, namely affordable ticket prices and minimalist flying services (Nugraha, 2021). This airline will provide flight services with six initial routes, namely from Jakarta to Batam, Medan, Padang, Palembang, Pekanbaru and Pontianak. Over time, the Super Air Jet airline has developed its flight routes to various other areas, one of the airline's flight routes is Jambi.

Consumer buying interest in the Super Air Jet airline itself is supported by the relatively cheaper selling price compared to other airlines making it easier for consumers to be able to use air transportation services to travel, as well as the availability of adequate facilities and satisfaction with the facilities and equipment provided by the airline. Super Air Jet itself to consumers. A purchase intention has a starting point for understanding consumers, namely the existence of consumer behavior as an effort to make it easier to study and analyze very complex consumer behavior, where consumers have a desire to choose, use, and consume or even want a product offered (Kotler and Keller, 2019).

The number of airlines operating directly has created business competition. This will have an impact on airfare prices that vary on each flight route. Domestic airlines compete to attract potential buyers to use their services/services. The method used by airlines to attract potential passengers is usually by offering a relatively cheaper selling price compared to other airlines. Super Air Jet airlines provide Low Cost Carrier services to their customers in the hope of influencing consumer buying interest. However, not all consumer buying interest has an effect on Low Cost Carrier services.

Based on the background above, the authors formulate the problem as follows: Is there an effect of price on consumer buying interest on Super Air Jet airlines? How much does the price affect consumers' purchase intention on Super Air Jet airlines? A research is formed because of certain objectives to be achieved. In connection with the problems above, the objectives of this study are as follows: To find out whether price has a positive effect on consumer buying interest on Super Air Jet airlines. To find out how much the price influences consumers' purchase intention on Super Air Jet airlines.

## **Theoretical Basis**

### **Airport**

According to Law No. 1 of 2009 concerning Aviation, an airport is an area on land and/or waters with certain boundaries that is used as a place for aircraft to land and take off, board and drop passengers, loading and unloading of goods, and places for transfers between modes of transportation. equipped with aviation safety and security facilities, as well as basic facilities and other supporting facilities. In addition, the airport is also known as the airport is a facility where aircraft such as airplanes and helicopters can take off and land. An airport that is the simplest has at least a runway to be able to land airplanes or helicopters. Meanwhile, large airports are usually equipped with various other facilities, both for flight service operators and for their users, such as terminal buildings and hangars.

### **Price**

According to Sambudi (2016) states that price is something that has a large enough influence so that consumers buy a product. Price is one of the determinants of consumers in determining a purchase decision for a product or service. If the value of a product has a low price, it will allow the sales volume to be higher than usual. Meanwhile, if the price of a product has a high value it will allow the sales volume to be low.

### **Purchase Interest**

Buying interest consists of the words interest and buy. In the Big Indonesian Dictionary, interest is a tendency towards a high heart, passion, and a desire for something. While buying is getting something through exchange (payment) with money. The definition of buying interest according to Kotler and Keller (2016), is consumer behavior that appears in response to objects that indicate a customer's desire to make a purchase. Interest in buying that appears will create a motivation that continues to be recorded in his mind, in the end a consumer must be able to meet his needs. Service quality is expected to attract consumer buying interest in Super Air Jet airlines. It can be said that buying interest is a mental statement from consumers that reflects plans to purchase a number of products with certain brands (Priansa, 2017).

### **Super Air Jet Airlines**

Super Air Jet airline is one of the domestic airlines in Indonesia which was established in March 2021 when Indonesia and the world were facing the Covid-19 Pandemic. This low-cost airline (Low Cost Carrier or LCC) claims that it has targeted millennial generation customers in Indonesia. Super Air Jet is a company under the auspices of Lion Air Group. The airline obtained its Air Operator Certificate from the Indonesian Ministry of Transportation on 30 June 2021 and will launch the same year to 11 destinations in Indonesia. This airline will provide flight services with six initial routes, namely from Jakarta to Batam, Medan, Padang, Palembang, Pekanbaru and Pontianak. Over time, the Super Air Jet airline has developed its flight routes to various other areas, one of the airline's flight routes is Jambi. The initial phase of the Super Air Jet airline's fleet that will be operated is the newest generation fleet, namely the Airbus A320-200 with a capacity of 180 economy class seats. This airline issued a Low Cost Carrier type service model that focuses on Point To Point trips to transport passengers between islands in Indonesia. It focuses on millennials as the target market. LCC airlines are low-cost airlines that have main characteristics, namely affordable ticket prices and minimalist flying services (Nugraha, 2021).

### **Jambi Airport**

Jambi Airport or better known as Sultan Thaha Syaifuddin Airport is an airport located in Jambi City, Jambi Province, Indonesia. This airport was established in April 2007 which is managed by PT Angkasa Pura II, which was previously managed by the Jambi Provincial Transportation Service. Currently there are 7 airlines operating which fly 23 times a day, including Garuda Indonesia, Batik Air Indonesia, Lion Air, Sriwijaya Air, Susi Air, Super Air Jet and Wings Air. The name of this airport is taken from the name of Sultan Thaha Syaifuddin who is an Indonesian National Hero from Jambi.

## Relevant Research

**Table 1. Relevant Research**

No	Name	Year	Research Title	Research result
1	Rusda Irawati & Dian Pratiwi	2018	Analysis of the factors considered by consumers in purchasing decisions for Lion Air flight tickets	The results showed that from the 22 indicators analyzed, 6 new factors were formed, namely social, comfort, cultural, personal, environmental and psychological factors. Meanwhile, the most dominant factor considered by consumers in purchasing a Lion Air flight ticket is social factors with a variance value of 33.216%.
2	Karina	2021	The influence of service quality and customer satisfaction on purchase intention at Garuda Indonesia airline at Radin Inten II airport	Data obtained directly by distributing questionnaires to 83 respondents which were then analyzed using SPSS 15.0 multiple linear analysis. this can be seen from the results of multiple linear regression analysis calculations, namely $Y = 10,700 + 288 X_1 + 527 X_2 + \epsilon$ with a large influence of 53.9%.
3	Reynaldy Gilbert Perdana	2022	The influence of promotions and prices on the interest in buying airplane tickets for Lion Air at Soekarno-Hatta Airport	The results of this study state that promotions and prices have a positive influence in increasing interest in buying tickets on Lion Air.

## Hypothesis

The hypothesis is a temporary statement made by the researcher to then prove the truth through scientific research steps. This study describes a temporary answer regarding research conducted by researchers at Sultan Thaha Syaifuddin Airport, Jambi. The aim is to determine the next steps in order to be able to draw conclusions about the research conducted on the effect of price on the buying interest of Super Air Jet airline users at Sultan Thaha Syaifuddin Airport, Jambi. Then the formulation of the statistical hypothesis is:

Ho: There is no influence between the price variable (X) on the purchase intention variable (Y) of Super Air Jet airline users.

Ha: There is an influence between the price variable (X) on the purchase intention variable (Y) of Super Air Jet airline users.

## RESEARCH METHODS

### Research Design

Research design is a research design that is used as a guide in carrying out the research process. The research design aims to be able to provide a clear and structured guide to researchers in conducting their research. Research design is a plan on how to collect, process, and analyze data in a systematic and directed manner so that research can be carried out efficiently and effectively according to research objectives. Research on Super Air Jet airlines at Sultan Thaha Syaifuddin Airport, Jambi used a quantitative descriptive research method using an analysis of the results of a questionnaire based on statistical information in this study. A research method that will answer research problems will require careful measurement of the variables studied to produce conclusions.

The definition of quantitative research according to Sugiono (2017), can be interpreted as a research method based on the philosophy of positivism. This research method is used to examine certain populations or samples, sampling techniques are generally carried out randomly, which collects data using test instruments in research, analyzes data that is quantitative or statistical in nature with the aim of testing established hypotheses. Based on the explanation above, it can be concluded that in this study to test the hypothesis can be done using an accurate statistical test. Based on the background and the formulation of the problem to measure the effect of price on the buying interest of Super Air Jet airline users at Sultan Thaha Syaifuddin Airport, Jambi, this research uses a quantitative method.

### **Time and Place of Research**

The time that the researchers used for this research was carried out from the date of issuance of the research permit within a period of 2 months, from January to February 2023. The research was conducted based on the results of observations carried out at Sultan Thaha Syaifuddin Airport, Jambi, Paal Merah, Kec. South Jambi, Jambi City.

### **Data Types and Sources**

In this research, the type of data used is quantitative data. According to Kuncoro (2013), quantitative data is data that is measured on a numerical scale or numbers which can be divided into interval data and ratio data. Quantitative data is a type of data that can be measured or calculated directly, in the form of information or explanations expressed in numbers or in the form of numbers. In addition, quantitative data is data or information obtained in the form of numbers. In the form of numbers this means that quantitative data can be processed using mathematical formulas or can also be analyzed with statistical systems.

### **Data Source**

1. Primary data. In this study the data used is primary data. According to Sugiyono (2017) suggests that primary data is data obtained directly from original sources or first parties. Primary data is specifically collected by researchers to be able to answer research questions or a study. Primary data can be in the form of people's opinions, both individually and in groups, results of observations of an object (physical), events, or activities and test results. In this study, primary data was obtained from the results of filling out questionnaires by consumers/users of the Super Air Jet airline at Sultan Thaha Jambi Airport.
2. Secondary Data. According to Sugiyono (2017) secondary data is a source that does not directly provide data to data collectors. This means that the source of research data is obtained through intermediary media or indirectly in the form of notebooks, existing evidence or archives, both those that have been published and those that are not published in general. In this study secondary data were obtained from literature studies, archives or book sources related to research.

### **Population and Sample**

The definition of population according to Sugiyono (2017), population is a generalized area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and then conclusions are drawn. The population in this study were consumers/customers of Super Air Jet airlines at Sultan Thaha Syaifuddin Airport, Jambi. Data from the number of Super Air Jet passengers at Sultan Thaha Syaifuddin Airport Jambi with calculations from several months, namely March 2022-August 2022 during the operating months, and as many as 28,315 passengers based on the following passenger table:

**Table 2. List of the Number of Passengers of Super Air Jet Airlines in March 2022 August 2022 for 6 Months of operation**

<b>Monts</b>	<b>Total</b>
March	4.655
April	3569
May	5.465
June	5.164
July	4.794
Agust	4.668
<b>Total</b>	<b>28.315</b>

### Sample

According to Sugiyono (2017), the definition of sample is part of the number and characteristics of the population. The sampling technique is a sampling technique. To determine the sample in this study, researchers used a non-probability sampling technique. Non probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2017). This study took samples with purposive sampling method, namely determining the sample based on certain considerations or criteria in accordance with the research objectives. The population in this study were consumers/customers of Super Air Jet airlines at Sultan Thaha Syaiddin Airport, Jambi.

To determine the size of the sample taken from the population on the Super Air Jet airline at Sultan Thaha Syaifuddin Airport, Jambi, the researchers used the Slovin formula. The Slovin formula in this study is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

- n : Sample
- N : Population
- e : Error level or critical value of 10%

Slovin's Formula Substitution

Is known:

- n : 100
- N : 28.315
- e : Error level or critical value of 10% (0,1%)

$$n = \frac{28.315}{1 + (28.315 \times 0,1^2)}$$

n = 99,64 (rounded 100)

Based on the existing Slovin formula substitution, it can be seen that the sample of this study was 100 people. The distribution of questionnaires to Super Air Jet airline passengers at Sultan Thaha Syaifuddin Jambi Airport was as many as 100 passengers.

### Data Collection Technique

1. Questionnaire. In this study the technique used by researchers in collecting data is to use the questionnaire method. Questionnaire is a data collection technique that is carried out by

giving several questions or written statements to respondents to answer (Sugiyono, 2017). Filling out the questionnaire was carried out by means of the researcher going directly to get data from the parties concerned directly or also called primary data. Furthermore, researchers took data directly on the object of research by distributing questionnaires. The questionnaire was given directly to the respondents who had been sampled, the questionnaire that was given to the respondents contained several questions that had to be answered by the respondents which aimed to measure the effect of price on the buying interest of Super Air Jet airline users at Sultan Thaha Syaifuddin Airport, Jambi. In the questionnaire given by the researcher to the respondents using the Likert scale measurement method, which is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena.

## **RESEARCH RESULTS AND DISCUSSION**

Based on the test results, it is known that prices have a positive effect on buying interest in Super Air Jet Airlines. This shows the relationship between prices in the same direction as consumer buying interest. The more economical (affordable) the prices offered by airlines, the more consumers' interest in buying Super Air Jet will increase. This research is in accordance with previous research regarding the effect of price which has a significant positive effect on purchase intention conducted by Siti Subekti (2017), Reynaldy Gilbert Perdana (2022) and Rissa Mustika Sari and Prihartono (2021). In Siti Subekti's research (2017) it was found that price variables are considered important by consumers when buying flight tickets.

Research conducted by Reynaldy Gilbert Perdana (2022) also suggests that partially the price has a positive effect on buying interest in Lion Air. Based on the results of this study it can be seen that price has the most important meaning evaluated by consumers in making purchases in terms of how to get the benefits and value of their purchasing power. This study also confirms the research results of Rissa Mustika Sari and Prihartono (2021) which argues that the effect of price on purchase intention influences consumer decisions to be able to use the desired airline. Based on the results of data analysis, it is known that the price is more economical, affordable and in accordance with consumer income is an important factor as a basis for consumer considerations in deciding to make purchases at Super Air Jet Airlines.

Based on a comparison between previous studies and this study, there are similarities which conclude that prices have a significant and positive effect on consumer buying interest and with prices that are more economical, affordable and in accordance with consumer income are important factors as a basis for consumer considerations in deciding to make purchases at airlines. Super Air Jet at Sultan Thaha Syaifuddin Airport, Jambi.

### **Answering Research Problems**

After the researchers conducted the research directly by distributing the questionnaires submitted to users of Super Air Jet Airlines at Sultan Thaha Syaifuddin Jambi Airport and filled in by these consumers, the objectives put forward in this study were to answer the following problem formulation:

1. There is a significant influence between price and purchase intention on Super Air Jet at Sultan Thaha Syaifuddin Airport, Jambi. This is evidenced by the results of the Pearson correlation analysis of 0.833 compared to the significant level  $r_{table}$  of 5%  $N = 100$  of 0.349. So  $r_{count}$  is greater than  $r_{table}$ , it can be seen that the null hypothesis ( $H_0$ ) is rejected and ( $H_a$ ) is accepted.

2. From the results of the t test analysis it is known that there is a significant influence between variable X (Price) on variable Y (Purchasing Intention). This is evidenced by the results of the t-test calculation of 14,903, while the t-table is 1.9837 at a significant level of 5% which means that  $H_a$  is accepted. In addition, the regression equation  $Y = 3.226 + 0.897 X$  is also obtained. This equation is in accordance with the simple linear regression formula, namely  $Y = a + bX$ , where Y is the symbol of the dependent variable, a constant, b the regression coefficient for the independent variable (X). So that it can be concluded from the results of the t test, there is an influence between Variable X on Variable Y, in other words accepting  $H_a$ , namely: There is an Effect of Price on Purchase Intention on Super Air Jet Airline Users at Sultan Thaha Syaifuddin Airport Jambi, and rejecting  $H_o$ , namely No There is an Influence of Price on Buying Interest of Super Air Jet Airline Users at Sultan Thaha Syaifuddin Airport, Jambi.
3. It is proven that there is an influence between price and purchase intention of Super Air Jet users at Sultan Thaha Syaifuddin Airport, Jambi. So that it is known that the value (R) is 0.833, then next to find out how much influence the price has on buying interest on Super Air Jet Airlines by using the determinant coefficient ( $R^2$ ) which is expressed as a percentage. The results are as follows:  $R^2 = (0.833)^2 \times 100\% = 69.388 \times 100\% = 69.4\%$  rounded off (69%).

From the results of the calculation above, it can be concluded that there is an influence of variable X on variable Y of 69%. As for the influence that price has on buying interest in Super Air Jet Airline users at Sultan Thaha Syaifuddin Airport Jambi by offering economical (affordable) prices to consumers to be able to travel using air transportation modes at adequate prices, so that it will attract consumers to be able to make purchases and use Airline Super Air Jet. This happens because affordable prices can give consumers the desire to be able to make purchases at an airline they want.

## CONCLUSION

Based on the results of research on the Effect of Price on the Buying Interest of Super Air Jet Airline Users at Sultan Thaha Syaifuddin Airport, Jambi, there are various descriptions that have been described in previous chapters, the researcher can conclude that the prices offered by Super Air Jet Airlines have an effect of 69% .4% of buying interest, while the remaining 30.6% is caused by other variables outside of this study. Based on the results of the t-test, the t-count is 14,903 with a significant level of 0,000 (less than the 5% level), so that with a 95% confidence level, there is a significant effect of the price variable (X) on the buying interest variable (Y), which means that the  $H_a$  hypothesis is accepted that the price effect on purchase intention. So it can be concluded that there is an influence between the price variable on the buying interest variable on Super Air Jet Airlines.

Testing using a simple linear regression test, the results show that there is a significant influence between price and purchase intention on Super Air Jet Airlines at Sultan Thaha Syaifuddin Airport. It is undeniable that along with the development of time and technology, humans will continue to develop to be able to adapt to their environment. If Super Air Jet airlines offer prices to consumers on social media and print media to support purchases at economical (affordable) prices offered, it will increase consumer buying interest to be able to use the services of Super Air Jet airlines at Sultan Thaha Syaifuddin Airport, Jambi.

Based on the results of the research that the researchers conducted, several suggestions can be put forward as follows: For companies, a deeper evaluation of prices is needed in order to be able to maintain and improve the existing market by maintaining quality and also holding



several discounts or expanding the market by carrying out more promotions. intense again. For future researchers, it is better to be able to add variables that this research has not included and research measurements, it should cover a wider range of material to be studied so that the research results can be generalized. Other factors both externally and internally must be considered again because they can determine the influence of buying interest which is more significant than price.

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